



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/25 thru 05/31

(prices in dollars per carton)

Fri. May 25, 2007

SHELL EGG NATIONAL SUMMARY														
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
		24.7% of 17,000 stores				24.9% of 17,000 stores				27.2% of 17,000 stores				
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA													
	White 12 pack				680	1.41	20	1.50	60	1.08			130	1.10
	White 18 pack				230	1.99							80	1.59
	Brown 12 pack													
	USDA GRADE A													
	White 12 pack		310	1.09	390	0.99			210	0.98	110	0.69	800	0.75
	White 18 pack				20	1.23			780	1.91			590	1.23
Brown 12 pack								210	1.25					
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack				280	3.51	10	5.00	320	4.07			110	2.99
	OMEGA-3													
	White 12 pack				700	2.26	280	2.53	1,680	2.30	10	2.00	330	2.10
	Brown 12 pack													
	CAGE-FREE													
White 12 pack								120	2.00					
Brown 12 pack				330	1.90			1,110	2.14	30	2.50	380	2.32	

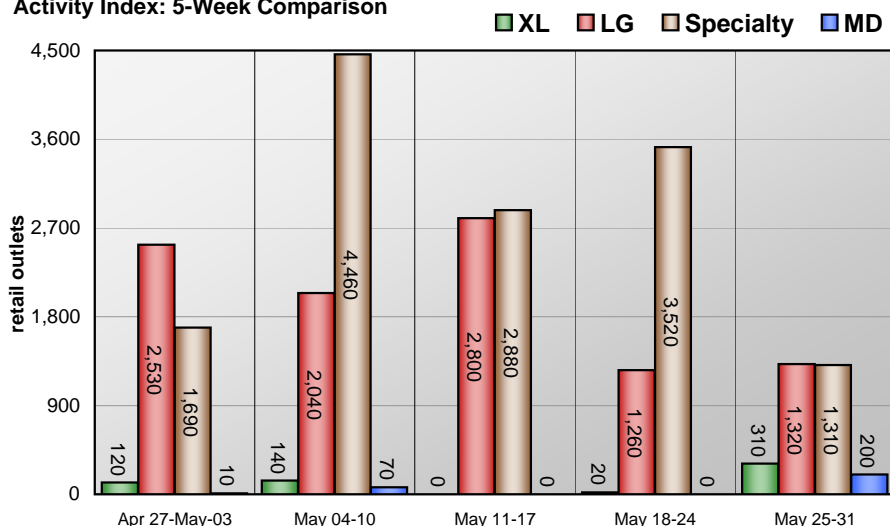
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,630	1,280	1,710	Large Eggs on
Specialty	1,310	3,520	860	May-21-2007
Total (includes MD)	3,140	4,800	3,110	448.1
Special Rate 4/:	11.4%	8.1%	10.9%	up 3%

5/: 1,000's of 30-doz cases

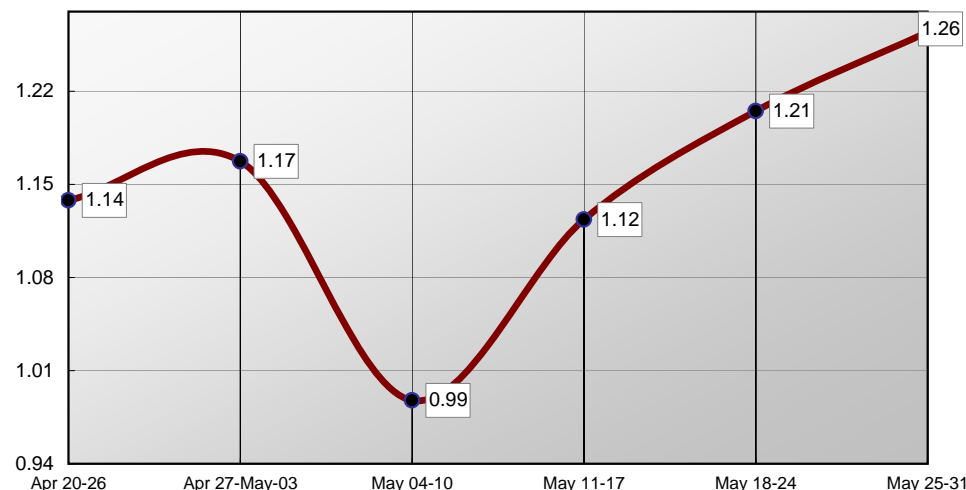
## SHELL EGG and EGG PRODUCTS FEATURING

This week's promotional activity on regular shell eggs increased 27% over last week, but is only 5% lower than the same week a year ago. The average price of Grade A or better Large white eggs to consumers continues trending higher. The Southwest and Northwest regions are active this period, however ads are almost nonexistent in the Southeast region. Specialty shell egg features are sharply lower than last week, although significantly higher than last year. Omega-3 white eggs are not commanding as much ad space as last week, but remains in the top position. Cage free brown egg features declined dramatically compared to last week. Overall feature activity on egg products is 51% less than the previous week.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		24.3% of 3,800 sampled outlets						3.3% of 4,700 sampled outlets						22.1% of 2,900 sampled outlets					
2/ Activity Index		Activity Index = 880 (includes Medium)						Activity Index = 10 (includes Medium)						Activity Index = 670 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.19	10	1.19												
	White 18 pack																		
	Brown 12 pack																		
USDA GRADE A	MEDIUM				White 12 pack						White 12 pack						White 12 pack		
	White 12 pack	0.99	170	0.99										1.19 - 1.29	140	1.21	0.88 - 1.29	340	1.01
	White 18 pack																1.17	10	1.17
S P E C I A L T Y	Brown 12 pack																		
	MEDIUM				White 12 pack						White 12 pack						White 12 pack		
	White 12 pack				0.50	170	0.50				White 12 pack						0.84	30	0.84
S P E C I A L T Y	White 30 pack										White 30 pack						White 30 pack		
	USDA ORGANIC																		
	White 12 pack																		
S P E C I A L T Y	Brown 12 pack				3.49 - 3.98	70	3.80										3.78	10	3.78
	OMEGA-3																		
	White 12 pack				2.28 - 2.69	460	2.43				1.79	10	1.79				1.79 - 2.00	130	1.99
S P E C I A L T Y	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																2.49	10	2.49
S P E C I A L T Y	Brown 12 pack																		
	USDA ORGANIC																		
	White 12 pack				0.99	80	0.99				0.99 - 1.50	450	1.45				0.99 - 1.67	140	1.56
USDA GRADE AA	White 18 pack				1.99	10	1.99				1.99 - 2.00	220	1.99						
	Brown 12 pack																		
	MEDIUM				White 12 pack						White 12 pack						White 12 pack		
USDA GRADE A	White 12 pack				0.88	50	0.88												
	White 18 pack				1.29	10	1.29												
	Brown 12 pack																		
S P E C I A L T Y	MEDIUM				White 12 pack						White 12 pack						White 12 pack		
	White 30 pack										White 30 pack						White 30 pack		
	USDA ORGANIC																		
S P E C I A L T Y	White 12 pack																		
	Brown 12 pack				2.56 - 3.98	140	3.45				3.00 - 3.29	50	3.23				3.29	10	3.29
	OMEGA-3																		
S P E C I A L T Y	White 12 pack				1.49 - 1.99	100	1.85												
	Brown 12 pack																		
	CAGE-FREE																		
S P E C I A L T Y	White 12 pack																		
	Brown 12 pack				1.68 - 1.89	320	1.88												

Note: See page 1 for explanatory notes.

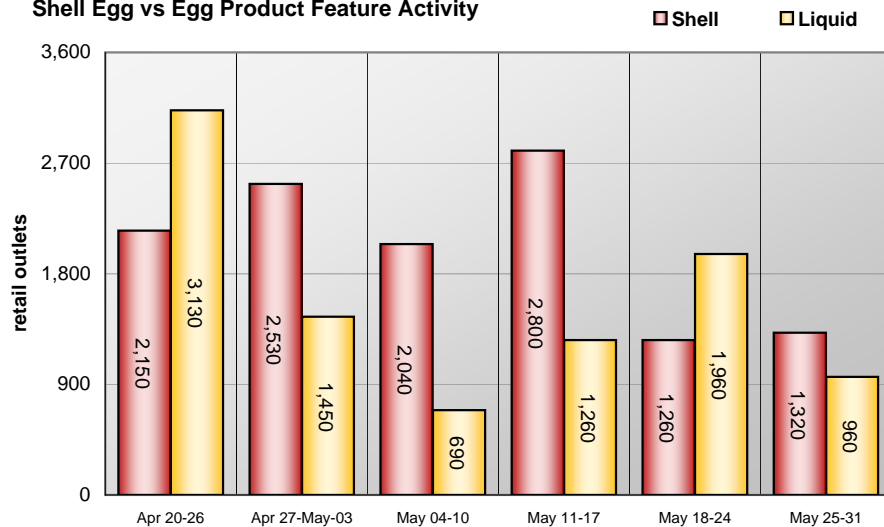


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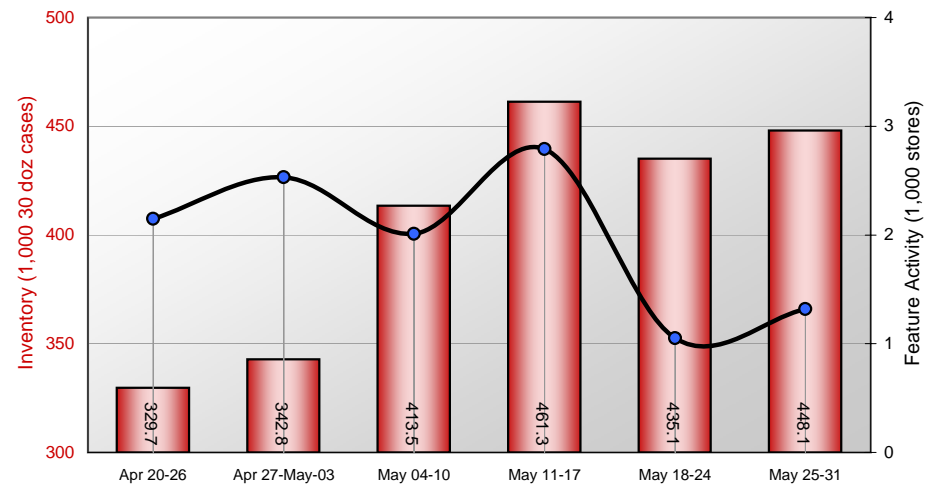
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EGG PRODUCTS	THIS WEEK		LAST WEEK		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	4.9%		16.5%		17.7% of 3,800 sampled		0.2% of 4,700 sampled		0.0% of 2,900 sampled		0.3% of 2,700 sampled		7.3% of 1,900 sampled		0.0% of 1,000 sampled	
2/ Activity Index	960		1,960		Activity Index = 800		Activity Index = 10		Activity Index = 0		Activity Index = 10		Activity Index = 140		Activity Index = 0	
	Stores	Avg 3/	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
14-16 oz. carton	490	2.54	1,340	2.42	2.00 - 2.99	340	2.78				2.00	10	2.00	2.00	140	2.00
32 oz. carton	440	4.04	590	4.73	3.99 - 4.99	430	4.04	3.99	10	3.99						
3 - 4 oz. cups	30	1.99	30	2.24	1.99	30	1.99									
2 - 8 oz. cups																

**Shell Egg vs Egg Product Feature Activity**



**Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)**



Note: See page 1 for explanatory notes.